Topics

- Donald Trump
- Joe Biden
- VP Comparison
  - Mike Pence
  - Kamala Harris
Donald Trump

8/17/20-9/17/20
Takeaway: Trump makes headline news very often for many reasons, and dominates the conversation at almost all times, often for multiple things at once.
All mentions of Donald Trump

Specifically in regards to @realdonaldtrump

‘Trump’ as a word receives significantly more attention than the Trump twitter handle. People are talking more about him than they’re talking to him.
Most of his chat comes from Twitter, but his second most engaged forum is online news writing about him.
The biggest themes surrounding Trump are around the US election and the coronavirus pandemic, though the election is taking the forefront.
Influencers

The difference in posts from positive influencers to negative is staggering. Also most positive influencers are random users and not big names in the social media space.
Joe Biden
Top Activity

Top Republican National Security Officials Say They Will Vote for Biden. Engagement = 773.4K

Article from The Washington Post: “Trump's approval rating with Black voters soars by 60% during RNC: poll.” Engagement = 962.7K


2 out of the 3 spikes for Joe Biden are articles supporting Donald Trump.
All mentions of Joe Biden

Specifically in regards to @JoeBiden

‘Biden’ as a word receives significantly more attention than the Biden twitter handle. People are talking more about him than they're talking to him.
Most of his chat comes from Twitter, but his second most engaged forum is online news writing about him.
The biggest themes surrounding Joe Biden are around the US election and Donald Trump.
Influencers

The top positive sentiment influencer for Joe Biden is Republicans For Biden. However, the top negative sentiment influencer is also Republicans For Biden.
VP Comparison
Share of Topics Over the Last 30 Days

Democratic National Convention

Republican National Convention

Pence’s Encounter with Biden at 9/11 Memorial

SHARE OF TOPICS

27%

73%

usaha - Kamala Harris

16.9%

Mike Pence

197%
Share of Topics Over the Last 30 Days Including Biden and Trump

RESULTS OVER TIME
by Topics

3M Results

SHARE OF TOPICS

Trump: 71.2%
Biden: 25.1%
Kamala Harris: 11.2%
Mike Pence: 16.9%
While both candidates have a mix of neutral and negative sentiment Pence’s negative sentiment consist of keywords that describe policy or performance. Harris’s negative sentiment is far more personal.
Overall Insights

- Donald Trump and Joe Biden have both seen spikes in the last month in all metrics. However, the conversation surrounding Donald Trump is much greater when looking at all metrics.
- In the VP Conversation Pence’s themes involve policies and are performance driven but Kamala Harris’ themes are about gender and race.
- 2 out of the 3 spikes in conversation for Joe Biden are articles supporting Donald Trump. Even when the conversation is about Joe Biden, it is centered around Trump and what he is doing with the issues or ideas.
- The majority of sentiment regarding Joe Biden comes from Republican influencers, once again displaying that the conservative voices are dominating the presidential conversation on social media.
- Kamala Harris is dominating Mike Pence on social conversation.